

Don't Waste Townsville

AN INTEGRATED LITTER MANAGEMENT STRATEGY FOR TOWNSVILLE CITY COUNCIL



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Services
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Table of Contents

1.0 EXECUTIVE SUMMARY	2
2.0 INTRODUCTION	3
2.1 Why do we need a litter strategy?	3
2.2 What is Litter?	3
2.3 Who Litters?	3
2.4 Why people Litter?	4
2.5 Where people Litter	5
2.6 Why is Litter a problem?	5
3.0 LITTER LAWS	6
3.1 Current Legislation	6
3.2 Role of Enforcement	6
3.3 Penalties	7
4.0 WHOLE OF COUNCIL APPROACH	8
4.1 Key Players	8
4.2 Internal Policies / Procedures	8
5.0 LITTER BIN INFRASTRUCTURE AND SERVICES	9
5.1 Review existing situation	9
5.2 Costs	9
5.3 Establish new standards for street and park bins	10
5.4 Bin styles for each precinct	10
6.0 COUNCIL LITTER REMOVAL	10
6.1 Street Sweeping	10
6.2 Litter pick up crews	11
6.3 Public Place Recycling	11
7.0 COMMUNITY INVOLVEMENT	12
7.1 Clean up Australia Day	12
7.2 Tidy Towns	12
7.3 Clean beach challenge	13
7.4 Adopt a Road	13
8.0 INDUSTRY INVOLVEMENT	13
8.1 Industries that generate problems (customer behaviour)	13
8.2 Industries which can help	14
8.2.1 Beverage Industry Environment Council	14
8.2.2 Keep Australia Beautiful Council	14
9.0 SPECIAL EVENTS	15
9.1 COMMUNITY EVENTS	15
9.2 COUNCIL EVENTS	15
10.0 SPECIAL WASTES	15
11.0 MARKETING / PROMOTION / EDUCATION	17
11.1 Linking with 'Don't Waste Australia'	17
11.1.1 Logo	17
11.2 Use of an icon or local celebrity for promotion	18
11.3 Identify role of print and electronic media	18
11.3.1 Editorial	19
11.3.2 Advertising: Print media	19
11.3.3 Television	19
11.3.4 Radio	19
11.4 Media campaign and news conferences	19
11.5 Advertising	20
11.6 Litter Prevention Education Kits	20
11.7 Anti-litter campaigns	20
11.8 Signage	20
11.9 Web Page	21
12.0 ACTION PLANS	21
13.0 KEY PERFORMANCE INDICATORS	21
13.1 Qualitative	21
13.2 Quantitative	22
14.0 EVALUATION AND REVIEW	22

1.0 EXECUTIVE SUMMARY

In the face of the fast pace and “throw-away mentality” of modern society it has become patently obvious that dated approaches to litter management through legislation, regulation and reactive cleanups are no longer appropriate.

Nationally-based research has shown that there is no one group or section of society more prone to litter than others. We all contribute in some way to the increasing quantities of litter degrading our environment.

In a concerted effort to improve environmental outcomes while achieving maximum benefit from ratepayer funding Townsville City Council has developed an Integrated Litter Management Strategy “Don’t Waste Townsville”.

The “Don’t Waste Townsville” strategy encompasses three prime functions:-

- To produce a blueprint for the co-ordination of litter management resources across Council
- To change the culture of the Townsville community through a comprehensive promotional and educational campaign on litter management
- To provide a model strategy suitable for adoption on a local, regional and state-wide basis.

Based on the national “Don’t Waste Australia” campaign sponsored by the Beverage Industry Environmental Council this theme can be drilled down to individual locations and events such as “Don’t Waste Our Strand” and “Don’t Waste Skyshow”.

This strategy deals with the whole range of litter from the usual suspects of fast-food and beverage containers through less obvious litter such as cigarette butts and to emerging litter issues such as discarded syringes. It also recognises the increasing community awareness of diminishing resources and addresses sustainability issues through permanent public place recycling (3PR) and event recycling for functions sponsored by Council.

To promote its message the strategy utilises a comprehensive suite of media including television, radio, print media and the internet as well as mobile billboards and illuminated street signs.

Recognising that this will be a long-term project the strategy incorporates a series of Action Plans to allow the phased completion of those elements requiring significant funding commitments.

Above all the “Integrated Litter Management Strategy for Townsville City Council” recognises that litter management is a dynamic issue and that it must remain as a living document.

2.0 INTRODUCTION

2.1 Why do we need a litter strategy?

Throughout Queensland, the approach of local governments to litter management is inconsistent. Few local governments have an overall strategy to address all issues associated with managing litter generated in their local area. While in at least one state, South Australia the main thrust against litter has been the implementation of container deposit legislation, this approach is seen as being limited only to specific items of the waste stream; and in any case is not currently available to Queensland local government.

An effective litter management strategy can assist any council to co-ordinate its resources to cost effectively deal with all aspects of litter management. Cost savings associated with such an approach have the potential to be significant.

This strategy focuses on litter deposited inappropriately in the Townsville City Council region, but has been developed with broader objectives in mind. This document has specifically been designed as a “model” to be rolled out sub regionally (eg HESROC–NQ area) or used as a local, regional or state strategy.

2.2 What is Litter?

Perceptions of litter vary, however this strategy considers litter to be all misplaced solid waste regardless of size and material. Litter includes but is not limited to; an apple core thrown under bushes, used matchsticks, ice confection sticks, dog faeces, string, nails, lids off beverage containers, advertising flyers and tissues.

Cigarette butts have been identified by surveys and collection staff to be a major concern, however many smokers do not consider them to be litter.

2.3 Who Litters?

Once litter has been defined it is assumed a litterer can be clearly identified as a person who leaves waste in a location without the owner’s permission. Identifying a litterer as a particular demographic is more challenging.

The results of “Understanding Littering Behaviour in Australia”, a community change consultant’s report for the Beverage Industry Environment Council – shows litterers as a diverse section of the community. Some of the findings of that report include;

1. Australians of all ages (male and female) were more likely to use bins than to litter.
2. There are no significant differences in littering behaviour between males and females.

3. The people least likely to litter were those aged under 15 years; all adults in all age groups littered more than this group.
4. People under 25 years were likely to litter if they were in a group.
5. People over 25 years were most likely to litter if they were alone.
6. People aged 15 to 24 years had slightly higher littering rates than all other adults. However, when not in a group, people ages 15 to 24 had lower littering rates than other adults
7. Tertiary and post-graduate education was associated with lower rates of littering; primary and secondary education with higher rates of littering.
8. Full and part-time employment, home duties and retirement were associated with lower rates of littering; being a student and being without current employment were associated with higher rates.
9. There is no clear line between 'litterers' and 'binners'. Many people both littered and used bins in the space of an hour.

The diversity and reasonings why litterers litter are many and varied. To attempt to reduce litter, it is initially more appropriate to take a broad brush approach rather than dealing with the specifics.

2.4 Why people Litter?

The act of littering can take less than a few seconds and generally is an infrequent behaviour. A summary of a recent survey showed;

1. People were seven times as likely to put beverage containers into bins as they were to litter them.
2. People were three times more likely to put newspapers and other paper products into a bin as they were to litter them.
3. On the other hand, people were three times as likely to litter a cigarette, as they were to put one into a bin.
4. Of those interviewed, 7% said that they did not consider that cigarette butts were litter. However, 87% of people who littered a cigarette said that they did think that cigarette butts were litter.
5. Many people put some types of objects in bins but littered other things; most often, they littered cigarettes but took everything else to a bin.

Everyone has different perceptions regarding litter no doubt drawn from their own life experiences. Bin placement and bin design are contributing factors to

littering, as are bins placed in inappropriate locations. Bins that are designed to blend with the surrounding environment can contribute to the community littering.

2.5 Where people Litter

To fully understand a city's current litter situation, the following people and groups need to be consulted;

Community

Council Parks and Gardens Management, (Parks Services)

Waste Management Services, (Citiwaste – Townsville)

Environmental Health Services

Council's Works Department – (Citiworks – Townsville)

Litter concerns raised by the above groups in Townsville are shown in Appendix One.

The major concerns identified in Appendix 1 can be plotted onto a map of the local government area. The shaded areas on the map show the similarities each department/community group have on littering concerns. Common areas mentioned by different departments/community groups are considered as "hotspots" - that is an area where anti-littering measures should be focussed. In Townsville, the three major hotspots found are:

1. The Strand - Strand Park
2. C.B.D – Flinders Mall
3. Woolcock Street – Road-side

The map identifying these hotspots can be found at Appendix 2.

2.6 Why is Litter a problem?

Townsville is a vibrant city but litter clogging our streets is aesthetically displeasing and is a danger to our natural environment, as well as placing a significant cost burden onto our community.

Litter can be detrimental to our environment. Inappropriate depositing of litter reduces the aesthetic and property values of natural and built environments, pollutes waterways and can injure or kill wildlife. Clear plastic is of particular concern in the marine environment where it can be mistaken for food.

It has been established that a small number of citizens believe certain objects are not deemed as litter. For example some people do not believe dropping a beverage container tab or a cigarette butt is classed as littering.

Litter is a financial impost. The more residents litter, the more it costs the local government to clean up. These costs in turn are borne directly by residents of the area.

3.0 LITTER LAWS

3.1 Current Legislation

In Queensland litter is legislated under the *Environmental Protection (Waste Management) Regulations 2000*. Part 2 – Litter and Related Matters defines “litter” as anything that is disposed of unlawfully and which is less than 20 Litres in volume. Litter is said to be unlawfully disposed of, unless:

- It is disposed of at a place by a person who is the occupier of that place
- The disposal is carried out with the consent of the occupier
- It is disposed of in a litter bin

Waste in quantities greater than 20 litres that is not disposed of in the manner above is not classified as “litter” but is referred to as “waste dumping”.

- The definition of “disposes” includes an array of ways litter or waste could be disposed of. (Regulation 6)
- An offence is created in Regulation 8 for a person unlawfully disposing of litter at a place.
- An offence is created in Regulation 9 for a person unlawfully disposing of more than 20 litres of waste at a place.
- A maximum penalty is created in Regulation 9 for unlawful disposal of more than 200 litres of waste.
- The regulation sets a defence to any charge listed above if the person can show:
 - That they took all reasonable and practicable measure to prevent the disposal,
 - A reasonable excuse for the disposal

3.2 Role of Enforcement

Action requests regarding litter received by Local Government are referred to Environmental Health Departments for action. If owners can be identified, an investigation is carried out by either a Local Laws Officer or Environmental Health Officer. If the offender or owners of the litter cannot be identified, arrangements are made to have it removed to Council’s landfill.

Before a prosecution or a penalty notice can be issued, sufficient information needs to be collected to show clearly that an offence has occurred and that a particular person has committed that offence.

Unless the offender is caught in the act, it is very difficult, (although not impossible) to take further action. The evidence required to prove the offence includes details of the person found to be littering; name, address, location of litter, registration number of vehicle (if applicable), photograph of litter or waste being deposited, details of any witnesses, sample of material.

Environmental Health Officers and Local Laws Officers will require delegated authority to issue notices under the *Environmental Protection Act 1994* and be

issued with Penalty Infringement Notice books for this purpose. The Instrument of Appointment for Townsville City Council Local Law Officers is attached at Appendix 3 and includes a section under the Environmental Protection Regulations giving delegation to officers to enforce this component of the legislation.

Enforcement of this legislation as a single or total approach to litter management is possible but somewhat impractical given the limitations listed above. An educative model in conjunction with an enforcement component is better suited to achieving the desired outcome.

3.3 Penalties

The maximum penalty for littering under Part 2 of the Environmental Protection (Waste Management) Regulations 2000 for :

- A littering offence is 20 penalty units. (\$1500.00)
- Waste dumping between 20 litres and 200 litres is 40 penalty units (\$3000.00)
- Waste dumping over 200 litres is 165 penalty units (\$12,375.00)

These maximum fines are at the discretion of the court system. Officers would be required to investigate the complaint, gather information and compile a report on their findings including a recommendation on appropriate action to be undertaken in relation to a littering offence. Council would be required to accept the recommendation and institute its own legal proceedings for this matter to be heard and ruled on in a Magistrates Court.

The State Penalties Enforcement Act and Regulations allows another alternative to the court system, where a number of offences can be dealt with by the issue of Penalty Infringement Notices (PIN). Schedule 2 of the regulations sets the penalty units applicable for offences under the *Environmental Protection (Waste Management) Regulations 2000*. Each penalty unit is currently worth \$75.00.

S.8 Offence	A person must not unlawfully dispose of litter at a place	2 penalty units
S.9 Offence	For an unlawful disposal of between 20 litres and 200 litres of waste	4 penalty units
S.9 Offence	For an unlawful disposal of more than 200 litres of waste	16.5 penalty units

Therefore, littering offences can be dealt with in two ways; by the issuing of a PIN or by complaint and summons after appropriate investigation and report to Council.

4.0 WHOLE OF COUNCIL APPROACH

4.1 Key Players

As litter affects many different departments of a council, it is essential for all departments, business units and sections to fully understand their roles and responsibilities in litter management to ensure the best use of resources.

Only when the full extent of litter control is known within Council can a plan be determined to co-ordinate and integrate the activities of all departments to solve the single issue of litter.

The plan must consider the linkages between sections within Council to minimise costly duplication of services and missed services, and to allow economy of scale operations to occur.

The key players include;

- Waste management section or contractor (street litter bins, litter on streets and roads, clean up of spills etc)
- Parks and Gardens services (parks, reserves, public open spaces)
- Property Services (Council buildings and provision of technical support)
- Works department (Council controlled roads and drains, programmed and responsive street sweeping)
- Contractors (engaged to deal with litter)
- Environmental Health (enforcement)
- Planning and development (Infrastructure requirements associated with development)
- Heritage Officer / Urban design (litter bin design and placement, heritage values)
- Environmental Management (natural area management, creeks and waterways)

All key players have a visible and viable part to play in litter management; however co ordination of human as well as financial resources is paramount.

4.2 Internal Policies / Procedures

Council can develop policies at both political and operational levels.

The political policy acknowledges high level policy direction and outlines the direction of the elected council in dealing with litter as a strategic issue.

The policy at an operational level is a blueprint for operational staff. It links in with the corporate plan for higher level operational direction and the budget which gives financial resources to managing litter.

Corporate plans are renewed each five years and set general direction of Council. Operational plans are developed in line with the budget each year

and undergo regular reviews. Operational plans are a road map for achieving the outcomes identified in the corporate plan. Budgets are developed each year and like the operational plans undergo a three monthly review.

Operational plans require performance indicators to determine if the outcomes are being achieved.

5.0 LITTER BIN INFRASTRUCTURE AND SERVICES

5.1 Review existing situation

Before any detailed analysis can be undertaken, significant “base line” data needs to be determined.

- The number of litter bins within the town / city
- The number of bins within each suburb
- The size of each bin
- The frequency of its collection.
- The amount of litter in the bin when it is collected.
- The location of each bin.
- Placement of bins onto a geographic information system.
- The condition of each bin
- The estimated life of each bin.
- The remaining life of each bin.
- Annual budget allocation for litter bins.

The mapping of this data onto a GIS will allow information for each bin to be stored within the system therefore providing a good management tool for managing these assets.

5.2 Costs

Bin prices range from \$70.00 for the supply of a standard 240 litre wheelie bin to several thousands of dollars for elaborate bin enclosures similar to that currently in use on Townsville’s Strand.

The life expectancy of conventional litter bins is approximately three to five years. To ensure effective management of these assets, a full cost pricing model should be used to evenly spread the expenditure on litter bins over their effective life. From these figures an annual replacement cost can be calculated for budget purposes.

A detailed analysis of litter bins in the Townsville City Council area is contained in Appendix 4.

Litter bin locations throughout Townsville are mapped at Appendix 5.

5.3 Establish new standards for street and park bins

Hotspot analysis of existing public place litter bins will identify the optimal location for litter bins. In many cases, it may well determine that the existing sites are not the best suited for litter management. Bin replacement and relocation should follow to maximise the effects of the new bins and new locations.

Such an analysis was carried out in the Townsville Central Business District. Existing litter bins were plotted on a map and new bin locations were overlaid against them. (Appendix 6). The number of litter bins determined was less than that currently in use. In Townsville, it was also agreed to introduce permanent public place recycling (3PR) bins. Five 3PR bins have been located within the Central Business District in conjunction with litterbins and are being monitored for their use. It is intended to roll out Permanent Public Place Recycling bins in high profile areas such as the Strand, Flinders Street East and Gregory Street as resources permit.

New bins are also being branded with appropriate signage. The signage will clearly show which bins are public place recycling bins. The signs are clear and colourful and link in with the “Don’t Waste Australia” national campaign, which has been localised to a “Don’t Waste Townsville” theme. Signage also incorporates the “Do the right thing” logo as this branding was part of a very successful previous litter management campaign.

Examples of each sign can be seen at Appendix 7.

5.4 Bin styles for each precinct

Bin design for each precinct enhances the character of the particular area. Bin enclosures should be designed following consultation with a combination of Urban Designers, Parks and Gardens section, Waste contractor, Environmental Health, Environmental Management, Works department and local councillors. All have valuable contributions to the process to consider prior to implementation. Such considerations include the style, appearance, placement, positioning, usability, ease of cleaning and service, initial purchase and replacement costs.

Townsville initially purchased and has developed a number of precinct designed bins. These can be found at Appendix 8.

6.0 COUNCIL LITTER REMOVAL

Council removes litter in a number of different areas and through a variety of processes.

6.1 Street Sweeping

The sweeping of main thoroughfares and footpaths is seen as an enhancement of our city’s environmentally clean image. Sweeping also removes material from the road which could otherwise end up in our rivers and waterways.

Citiwaste supervises several significant contracts for cleaning of pedestrian malls, selected footpaths, Central Business District, major arterial roads and city approaches.

Mechanical sweeping carried out by Citiworks as preventive maintenance for traffic safety, or in association with pavement repair also plays a significant role in litter management.

6.2 Litter pick up crews

Litter crews are employed in a number of departments within Council. Approximately 80 Parks Services employees spend over 200 hours per week in litter removal. A further nine officers are employed full time with Citiwaste to remove litter from streets, roads etc.

It is estimated that in Townsville a total of over 500 hours per week is spent in litter removal and control.

6.3 Public Place Recycling

Significant attention has been placed on promoting recycling in the home, however when residents leave the home, there is no opportunity to continue that recycling theme. In order to support the continuing involvement of a community committed to the principles of waste minimisation and reduction, a natural progression is the introduction of a public place recycling scheme, both in selected permanent locations and in conjunction with high-profile events.

6.4 Urban Storm Water Quality Management Plan

Council has also developed an Urban Stormwater Quality Management Plan (USQMP) to identify and protect the environmental values of streams, drainage lines and wetlands in the Townsville area and which is integrated with catchment-based planning and land use planning.

Stormwater can become polluted if it picks up chemicals and litter from its catchment and when contaminated stormwater flows into receiving waters it has the potential to adversely affect the environmental quality of those aquatic environments. Urban catchments are particularly problematic due to the proximity of stormwater drainage systems to sources of pollution, such as oil and grease from roads, litter, sediment and other pollutants from domestic, commercial and industrial activities, which can enter the drainage system.

The USQMP provides the city with a guide to managing activities which can reduce the impact of stormwater on aquatic and riparian habitats. Amongst other things it includes protection of environmental values of drainage lines and receiving waters and cost-effective measures to minimise contamination of receiving waters, and provides an order of priority for drainage maintenance and improvement works.

In specific relation to litter management the USQMP is a valuable aide in the planning and design of new infrastructure, including minimising ecological

impacts on waters in the locality, acceptable health risks, aesthetics, public perception and other social issues. Examples such as Louisa Creek, The Lakes, Ross Creek and Ross River, and the Strand provide opportunities to build contaminant control measures, and to re-establish riparian vegetation and aesthetically pleasing environments where drainage corridors have become degraded.

7.0 COMMUNITY INVOLVEMENT



7.1 Clean up Australia Day

Clean up Australia Day is the nation's largest community based environmental event. It revolves around a number of days each year to clean litter up from our environment. They include a "Business clean up day", "Schools clean up day" and the "Clean up Australia day" and in Townsville the Magnetic Island community has established "Clean up Maggie in Mid winter".

Recent events have highlighted cigarette butts as a significant litter type which is worthy of further consideration and planning for management.

Clean Up Australia Day is a community event and as such, management of the day is primarily by a community group. Council plays a significant role in assisting the coordinating group to organise the day, remove the waste, assist in a supporting role and then donating the costs of this support.

Further information is available on the "Clean up Australia" website at www.cleanup.com.au



7.2 Tidy Towns

The Tidy Towns theme of "Our Town, Our Home, Our Future" is enthusiastically embraced by Queensland communities each year as they vie for the prestigious title of Queensland's Tidiest Town. Tidy Towns main objective is to encourage and support communities to effectively tackle litter problems throughout their local areas.

Keep Australia Beautiful Council Queensland judges take into account every community's geographic, environmental and economic circumstances, and assess how efficiently and effectively the community uses the resources available to it

The Keep Australia Beautiful Council website is www.kabq.org.au



7.3 Clean beach challenge

The EPA Clean Beach Challenge is a fun, competitive program to help keep Queensland's beaches litter free, and to encourage local governments and their communities to work together.

To earn the title of Queensland's Cleanest Beach, a beach community must not only be clean and tidy, but be strongly proactive and best exemplify all aspects of the EPA Clean Beach Challenge.

Keep Australia Beautiful Council Queensland judges take into account every beach's geographic, environmental and economic circumstances, and assess how efficiently and effectively the community uses the resources available to it against a range of criteria.

The cleanest beach and eight outstanding accomplishment awards are presented each year. The Townsville Strand received the 'Collex Resource Conservation and Waste Management Award' for both 2002 and 2003. This award recognises outstanding accomplishment in resource conservation and waste management. Judges look for evidence of community, business and/or local council initiatives in the conservation of natural resources, the recovery and reuse of "waste" materials and the appropriate disposal of non-recyclables.

The web site for the clean beach challenge can be found on the Keep Australia Beautiful Queensland website at www.kabq.org.au



7.4 Adopt a Road

Keep Australia Beautiful Council Queensland has established a state-wide Adopt-a-Road program to assist with education about, and the fight against, roadside litter.

The objectives of Adopt-a-Road are to provide a safe, enjoyable and educational roadside program that will give local communities the opportunity to contribute to a healthier and cleaner roadside environment. The program's purpose is to educate the community that littering is a social offence and an unacceptable action.

The web site for "Adopt a Road" can be found on the Keep Australia Beautiful Queensland website at www.kabq.org.au

8.0 INDUSTRY INVOLVEMENT

8.1 Industries that generate problems (customer behaviour)

Consultation showed a number of items found on the road side are from fast food establishments, including food wrappers and drink containers. Fast food

establishments have the responsibility to ensure their property is free of litter however, investigation showed litter from these establishments occurs up to 5 km from the food establishment.

Roads to and from refuse tips contains litter blown from uncovered and unsecured loads. Due to the practical difficulties of local governments regulating litter from moving vehicles, Townsville City Council periodically engages Queensland Police to enforce traffic safety provisions on routes to the landfill.

8.2 Industries which can help



Beverage
Industry
Environment
Council
A.C.N. 008 542 765

8.2.1 Beverage Industry Environment Council

The Beverage Industry Environment Council is the peak industry association representing the environmental interests of Australia's beer, soft drink and leading wine manufacturers – and their aluminium, glass and PET packaging suppliers.

The Beverage Industry Environment Council also assists with hotspot analysis and provides training packages to educate and train people on litter bin strategies. This training has been undertaken by a number of staff within Townsville City Council who have responsibility in placement of litter bins.

The BIEC web site is www.biec.com.au



8.2.2 Keep Australia Beautiful Council

Keep Australia Beautiful programs motivate people to enhance the quality of their local environment through personal initiative and community action. Litter abatement, resource conservation, re-forestation, land care, general beautification and increased environmental awareness are the natural products of KAB programs. Good citizenship, pride and empowerment are the positive social outcomes.

Their website is www.kabq.org.au



8.2.3 Coast Care

Coast Care is a Natural Heritage Trust scheme to encourage local communities to protect dunes, estuaries and wetland coastal environments. Locally, Coast Care has implemented a *Fish Don't Smoke* project in conjunction with Sunferries. The project aims to make people aware of the five-year life of a cigarette butt in the marine environment. Ashtrays and signs were installed at Picnic Bay jetty to encourage people to 'bin their butts'. Effectiveness is to be measured through regular surveys.

Their web site is <http://www.ea.gov.au/coasts/coastcare/>

9.0 SPECIAL EVENTS

Special events like community or cultural events have specific litter requirements that need to be addressed. Litter cleaning and removal must remain as an integral element of the event organisation

Special events are becoming more regular and it has been the experience of the Townsville City Council that maintaining the lead agency role with litter collection and removal at these events is costly. Litter removal at these events has now been included as a condition on approvals granted by Council to use public open spaces. Bonds are held to ensure such work is satisfactorily completed.

9.1 COMMUNITY EVENTS

One such event where litter reduction and recycling is a significant component of the festival is the Townsville “Eco Fiesta”. More details on how litter is managed at this event are contained at Appendix 9.

9.2 COUNCIL EVENTS

At events wholly sponsored by Council, arrangements for litter management and public place recycling are more easily managed. At Skyshow 2003 Council introduced a major event recycling promotion which was extremely successful and involved assistance from BIEC, Visy and EPA. Recycling and litter bins were co-located at approximately 277 sites and litter bins were also located at another 23 sites where recycling bins were not considered appropriate. All bins were properly identified by signage and several designs of “bin caps” were trialled to gauge their effectiveness.

The significant outcomes of this initiative were:

- Litter not contained in bins was negligible
- High number of litter and recycling bins increased set-up costs, but reduced clean-up costs and time and environmental impact.
- 3.085 Tonnes of material was collected
- 2.25 Tonnes was contained in litter bins
- 0.835 Tonnes was contained in recycling bins and was 27% of total material
- Contamination rate of recycle was just 6%

Photos of Skyshow can be seen at Appendix 10.

10.0 SPECIAL WASTES

Most of us easily recognise “traditional” litter, such as fast-food wrappers, beverage containers, advertising brochures and plastic bags.

However those who are involved in applied litter management have seen some disturbing additions to the list of usual litter items.

10.1 Sharps Management

Sharps management in public places is becoming an increasing issue worthy of consideration in any litter management strategy. Such plans can become strategies within themselves. They should include;

- Known disposal sites.
- Location of sharps disposal containers for public use (public toilets, participating chemists)
- Contact people (State and Local Government)
- Procedures for collection and disposal

10.2 Butt Management

Cigarette butts do form a component of the litter waste stream. Due to their size, they may need to be considered in a different way to normal streams of waste. Work in this area has been conducted by the South Australian Government and can be found at www.BUTTsOUT.net

Observations have also identified cigarette butts to be a major littering item. This was identified in recent "Clean Up Australia Day" reports. Townsville City Council is currently investigating the provision of "Butt Out" facilities at key locations and at incorporating provision for cigarette butts in replacement litter bin styles.

10.3 Unmentionables

There is an increasing range of other paraphernalia and discarded items in the litter stream which reflect changes in leisure activities and lifestyle.

Whilst used items such as bongos, foils and condoms do not constitute a high volume of litter they do present additional hazards for both collection staff and the general community and require special consideration and strategies.

11.0 MARKETING / PROMOTION / EDUCATION

11.1 Linking with ‘Don’t Waste Australia’

“Do The Right Thing” is an iconic Australian environmental campaign first launched in 1979 and widely acclaimed as the most successful behaviour changing campaign in Australian history. The campaign was so effective that today, over eleven years since the advertisements were last run, Do The Right Thing as both a brand and a message is instantly recognised and understood by almost all sections of the Australian community.

A second generation “Do The Right Thing” campaign is being re-launched by a national advertising campaign and a series of programs that are aimed to actively engage the support of the community in litter education. The campaign sees the introduction of a second complementary theme of “Don’t Waste Australia”.

Linking into the national campaign has many benefits and major cost savings. Local government is being encouraged to participate in this campaign with no up-front costs, however precise “Don’t Waste Australia” specifications apply. These specifications include;

11.1.1 Logo.

The use of a Townsville City Council logo on publicity material released on a national level by the Beverage Industry Environment Council to give the campaign a Townsville theme has been strongly endorsed.

The text should be in the approved typefaces and colours and must carry the “Do The Right Thing” brand on the bottom right hand corner. Advice from the Beverage Industry Environment Council is that other cities and towns have included their own logos on the bottom left corner.

11.1.2 Slogan

The “Don’t Waste Australia” imaging has been designed to accommodate campaigns similar to what Townsville proposes. The logo can be localised to apply to high profile target areas.

“Don’t Waste Townsville”

“Don’t Waste our Parks”
“Don’t Waste our Strand”
“Don’t Waste our Streets”
“Don’t Waste Magnetic Island”

Copies attached in Appendix 11

These slogans conform to the national campaign, provide local identity ownership and link effectively with the national campaign.

The slogan with minimum effort can be developed to include specific events, locations or occasions.

Eg; “Don’t Waste Hermit Park”
“Don’t Waste Corcoran Park”
“Don’t Waste our Skyshow”
“Don’t Waste our Show”

More significantly the slogan can be adopted and rolled out on a district or regional basis, such as:

“Don’t Waste the Dry Tropics”
“Don’t Waste the Burdekin”
“Don’t Waste North Queensland”
“Don’t Waste the Barrier Reef”

11.2 Use of an icon or local celebrity for promotion.

The national campaign has identified eminent Australians, sporting heroes and media personalities as “Ambassadors” and it suggests that these celebrities should be used to endorse the campaign.

However the campaign itself has a community focus rather than celebrity focus on its promotion. The promotional signs, posters and graphic material are generic, multicultural and cover all age groups.

“Don’t Waste Townsville” requires community ownership to be effective, but Townsville City Council should be clearly identified as the lead agency in bringing it to the Townsville and community in funding the local initiatives of the program.

A high profile Councillor should be clearly identified with all major public activities and promotion of “Don’t Waste Townsville”. However the local campaign should certainly draw on the services of suitable national campaign “Ambassadors”, particularly for launches and major events.

11.3 Identify role of print and electronic media.

The media strategy will have two components, editorial (news) and advertising.

11.3.1 Editorial

Launch and media releases for milestone events has been produced at section 11.4.

11.3.2 Advertising: Print media

It is recommended that newspaper advertising be linked to milestone events. The most effective format will be feature page/s produced in editorial style (advertorial). This has a much higher credibility-retention rate than a standard advertisement.

11.3.3 Television

Use the national campaign's television promos tagged with a local super. This material is available free of charge. However a charge will be incurred to develop and place the super.

BIEC advises there is no exclusive television sponsor, but it is known that Channel 9 is a strong supporter. Television stations will be keen to take up local part-sponsorship deals including on a one-for-one basis.

11.3.4 Radio

Any radio campaigns must be linked to actual event-launches. Radio is an excellent media to motivate attendance-involvement with day-before and event-day advertisements and announcer paid-comment.

11.4 Media campaign and news conferences

To achieve maximum benefit from the media, the following milestones should be used to promote the litter strategy:

1. Launch of "Don't Waste Townsville"
Have logo and previews of television promos co-ordinated.
Invite media and campaign supporters/sponsors including Beverage Industry Environment Council and Do the Right Thing Foundation.
2. Launch of "Don't Waste Townsville" signs / banners.
Invite media with possible appearance of a National "Don't Waste Australia" Ambassador.
3. Media focus on location-specific campaign.
Provide signage and invite representatives of any community alliances developed from these campaigns.
- E.g. "Don't Waste the Mall" (engage CBD traders and others)
"Don't Waste our Waterways" (Port Authority and Sunfish)
"Don't Waste our Sporting Venues" (Crocodiles, Fire etc.)
4. Mayor to address luncheon meeting of Chamber of Commerce with media coverage. Focus on success of national campaign and encourage involvement from commerce and industry.
5. Media focus on any community initiatives, spin-offs from the campaign.
Presentation by Mayor / Councillors of awards or certificates

6. Media to cover any educational components of campaign going into local schools

11.5 Advertising.

Maintain community awareness of ‘Don’t waste Townsville’ through generic TV advertising. Ensure that print media and radio advertising is directly linked to major media launches and events.

11.6 Litter Prevention Education Kits.

Target at pre-school, primary school and secondary schools.

Develop a kit that contains information to all levels of the education system. The information will need to address the level to which it is targeted.

This project will require close liaison with state and private school authorities and could also be resourced through the national campaign office. A detailed costing for this project has not been developed, however a similar project developed in the late 1990’s for a dengue fever education package in schools cost Council over \$20,000. A projected figure for this project based on the dengue fever project would be \$30,000.00

A more urgent priority is a generic “Don’t Waste Townsville” anti-litter brochure suitable for broad public distribution

11.7 Anti-litter campaigns.

Budget submissions would be required to run specific anti-litter campaigns.

Event specific campaigns will require co ordination though Council’s Public Relations Office for events such as the Eco fiesta, Carols by Candlelight, New Years Eve, Australia Day etc.

Large public gatherings including the Cultural Fest and the Greek Festival might be covered under existing local campaigns eg :”Don’t Waste Our Strand” and “Don’t Waste our Parks”.

11.8 Signage.

A Townsville image is currently being developed that will carry the “Don’t Waste Townsville” and “Do The Right Thing” logos. This image will be used at all media milestones and at every opportunity to promote litter awareness.

Additional signs specific to each events can be considered, however the costing of these signs should be added into the promotion of each event.

The Townsville City Council have utilised identilite street panels as another medium to present litter messages to the public.

11.9 Web Page.

This entire litter strategy will be placed in the Townsville City Council Environmental Health web site. In addition to the strategy, all images, slogans, television commercials and any radio commercials developed will be on the site. www.townsville.qld.gov.au

The site will also hold all press releases and media articles on the campaign and will be hot linked to a host of allied and related sites that deal with litter issues including recycling.

12.0 ACTION PLANS

The development of this strategy has highlighted a number of issues for action by several sections or business units of Council.

In recognising that these actions may require either extended periods of time to complete or the allocation of additional resources, Action Plans need to be developed by each department identifying goals, resources, time frames, milestones for completion and key performance indicators.

The management of litter is an evolving science and it is imperative that this strategy and action plans remain dynamic documents.

13.0 KEY PERFORMANCE INDICATORS

Key Performance indicators are essential to ensure the items recommended in this strategy are successfully addressed. There are two forms of Key Performance Indicators:

13.1 Qualitative

Qualitative research is based on attitudes and opinions. Extensive research has shown that litter prevention strategies which change community attitudes have achieved better results than programs focused on litter reduction or clean up of litter after the event.

Consultation and surveys must occur with Townsville City Council employees involved in litter clean up to review impact of 'Don't Waste Townsville' campaign on road side litter after twelve months.

13.2 Quantitative

Council's Waste Management (Citiwaste) and Parks and Gardens' management (Parks Services) will provide qualitative data to determine if the amount of litter in the Townsville region has changed at nominated points since the introduction of the 'Don't Waste Townsville' campaign.

Hotspot analysis training for staff from Environmental Health Services, Citiwaste and Parks Services is required. This may involve covert observations of people at the hotspots to determine percentage of people littering. This is especially useful to determine the effectiveness of the recommendations following the hotspot analysis.

14.0 EVALUATION AND REVIEW

It is recommended this strategy is reviewed by Environmental Health Services in December 2004 to ensure recommendations have been addressed and effectively implemented.